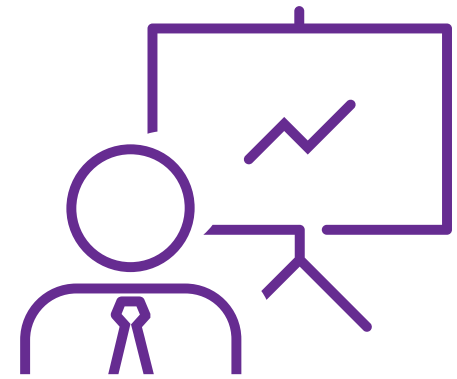


PAUL GREENING

2016 Best Salesperson Survey



Overview



When we talk to business leaders one of the topics that always comes up is how do you find and keep the best salespeople. To help you we have built a survey which we will run each year that focuses on what the best salespeople look like, their characteristics, how to attract them to your business and how to ensure they stay with your business.

We are always happy to discuss the survey with you in more detail. To book a time with us simply email us at [**paul@paulgreening.com**](mailto:paul@paulgreening.com)

Interview questions aimed at giving you insight into the candidate

We asked respondents to identify interview questions that they believed gave them the best insight into candidates. Here are the top 5 questions.

1. Walk us through one of the major challenges you have encountered and how you overcame it?
2. How did you go about dealing with a difficult customer or stakeholder?
3. Could you take me through your last major sale and how you worked with key stakeholders to ensure it was successful?
4. Tell me about a time when you thought you would lose a sale but you found the right approach to win it?
5. What are the three most important attributes or skills that you believe you would bring to our business?

Insight: Our survey found that to find the best salesperson you need to focus your questions on the actual activity of sales. You want the candidate to actually share their experiences in selling. Past Performance is the best predictor of future success. Do they slavishly follow a process or do they have the smarts to read the key stakeholders and react to the client's internal politics.

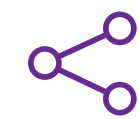
When you look back to the last salesperson you hired, which area do you wish you explored more at interview?

We asked respondents to share with us the areas they wished they had explored more when interviewing the last salesperson they hired. Here are the top 8 areas.

1. Dig deeper into the sales cycle management
2. Their ability to manage the entire sales cycle
3. Ability to follow up and close out issues or problems in a timely and effective manner.
4. Ability to close
5. Motivation for the role
6. Behaviours under pressure
7. Prospecting technique
8. How they dealt with losing (big) sales and what they did to minimise that likelihood in the future

What are the most important characteristics of a salesperson

We asked respondents what are the most important characteristics of a salesperson. **Here are the top 10 characteristics.**



A credible communicator



Rapport building through listening skills



Doing what they say they will



Attitude to customers and internal stakeholders



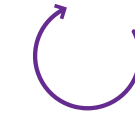
Determination



Focus



Time management



Resilience



Build trust



Authenticity

Insight: The characteristics of the best salesperson are focused on both internal qualities and the way they behave towards customers and stakeholders. Do they have the basic building blocks to be a great salesperson. Can they cut through the first impression to what this person is really like at every stage of the sales cycle.

How did you find the best salesperson you have

We asked respondents how they found the best salespeople. **Here are the top 6 ways.**

1
Through my network

2
Personal referral

3
They approached us

4
They came from a competitor

5
Personal recommendation

6
Referral of a customer

Insight: We found that the best salespeople were found through networks rather than traditional advertising such as job adverts, job boards or seek. Building talent pools is clearly important, develop talent before your need it. Have a pipeline of talent in the wings. Augment your and your organization's network by working with a Executive Search firm that has fresh sales candidates. Not just a bunch of resumes in a database but one who is actively engaging with their candidates.

What qualities were you looking for when you hired your last salesperson

We asked respondents to share the qualities they were looking for in a salesperson. **Here are the top 8 qualities.**



1. Self starter that can make things happen
2. The ability to influence and persuade
3. Persistence
4. Client focus
5. Ownership
6. Accountability
7. Self motivated
8. Drive

If you would like more information or to discuss how our survey may help you find the best salespeople please contact us at paul@paulgreening.com